



The Media sector in Barcelona and Catalonia



Generalitat de Catalunya Catalonia Investment Agency

www.catalonia.com

With headquarters in Barcelona, an office in Madrid and branches in New York and Tokyo, the Catalonia Investment Agency provides advisory services and assistance adapted to the needs of companies interested in setting up or expanding their facilities and investments in Catalonia.

Barcelona City Council Economic Promotion

www.bcn.cat/barcelonabusiness

Economic Promotion is a department of the City Council that is dedicated to promoting Barcelona as an attractive place for businesses and helping and giving support to companies, professionals and institutions that want to set up or do businesses in the city.

22@Barcelona

www.22barcelona.com

22@Barcelona is one of the strategic projects of the city of Barcelona. In the downtown neighbourhood of Poble Nou, a space has been designed so companies and institutions from the Media, Medical Technologies, ICT and energy sectors can interact with knowledge centres like universities or R&D centres.

Barcelona Chamber of Commerce

www.cambrabcn.es

Barcelona Chamber of Commerce represents companies of the city of Barcelona. Through its personalised company services and its actions it helps promote economic and business activity in the country and for each of its companies.

Presentation

Catalonia and its capital, Barcelona, has always been a welcoming place; throughout history different peoples have passed through and almost all have established themselves here. This has made Catalonia a very welcoming, tolerant, and dynamic place which is open to all that is new.

Catalonia and Barcelona have now become one of the main economic hubs of Europe. A driver of the Spanish economy, 21st century Catalonia is an innovative country with a highly-qualified labour force, an enviable geographical position (at the heart of Europe and connected to the rest of the world thanks to its Mediterranean ports and its international airports) and top-notch infrastructure and facilities that draw important investments year after year.

It is a pleasure to present this economics dossier that shows the characteristics of one of Catalonia's and Barcelona's main business sectors both in terms of weight in the overall economy, its importance in comparison with other European regions, and in terms of the importance given to it by companies, universities and centres of research working in this area: Media sector. Thanks to the collaboration of the principal four institutions in the economy of the city of Barcelona and of Catalonia, this dossier shows what Catalonia can offer companies in its role as a cutting-edge business country in this economic sector.

We remain at your disposal to help you and advise you with your investment.



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Barcelona, located in the north-east of Spain and on the shores of the Mediterranean, is one of the main European metropolises, and the centre of an extensive metropolitan region made up of more than 217 towns, with a total population of 4.6 million inhabitants. It is the economic, cultural and administrative capital of Catalonia and a leader of an emerging business area in the south of Europe which is made up of more than 800,000 companies and 17 million inhabitants. Within this Euro-Mediterranean region, which includes the Balearic Islands, Valencia, Aragon and the south-east of France, Barcelona is focusing on new strategic, competitive and international sectors, and it is consolidating its position as one of Europe's principal metropolises.

■ Barcelona
■ Catalonia
■ Euro-Mediterranean region

We can find the basis of economic growth, which has become very relevant in last years, in a metropolis with a polycentric business structure which is both diversified economically and that facilitates its role as an incubator of new ideas, companies and products.

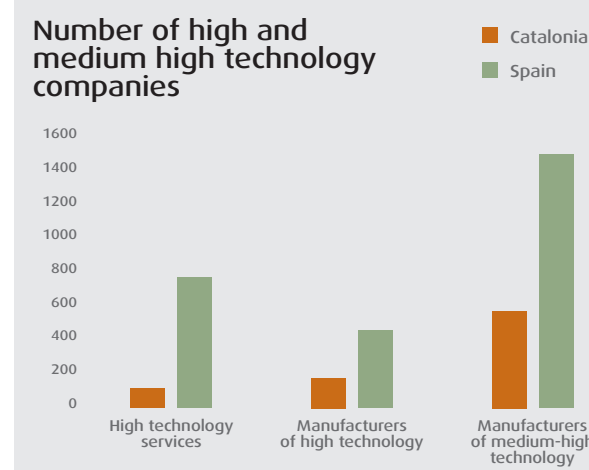
When we consider the distribution of the gross added value according to different branches of activity, Catalonia is, as in the case of industry, the region with most weight in the Spanish market (25%), and with respect to the service industry it occupies the second position in the national gross added value generated (18% of the total). In the region, those companies in industrial sectors with high and medium-high technology content and services based on knowledge make up 28.55% of the State total.

On the other hand, the index of entrepreneurship in Catalonia for the year 2005 is around 6.1%, a figure which is superior to the Spanish and European averages, according to the Global Entrepreneurship Monitor (GEM), 2005.

The international economic activity of the area of Barcelona gets a special boost from Fira trade fair, the Port, the Airport, the Free Trade Consortium, the Consortium of Barcelona Tourism Board and the new innovation technology districts. In this last aspect, and given the fact that innovation is the key to developing competitiveness, productivity and the internationalisation of companies, then we can see that the Media sector is one of the key sectors for Barcelona and Catalonia.

Barcelona and its metropolitan area play host to the main Spanish producers and the headquarters of large businesses that are one of the pillars of the development and exploitation of Media in Spain. The city has become one of Spain's benchmarks, with real examples that run from the 22@Barcelona district, the technology and innovation district par excellence, to extensive business networks of leading service companies, a deep-rooted entrepreneurial spirit and a long tradition in the teaching of Media sciences and its business practice.

Regarding the availability of human resources, in the last few years Barcelona has increased resources in education in new technologies as well as in infrastructure for research. The city has prestigious universities, centres of research that are highly-prepared, laboratories for R&D, as well as intermediary institutions that facilitate the development of technology based projects that are motors of new initiatives in the digital industry through the transfer of knowledge.



Barcelona offers a variety of things that make it really attractive to live, work and to do businesses. The city is currently well-positioned for new economy activities. Some good reasons to invest here make this clear.

01 Strategic geographical location

By road, just 2 hours from France. The gateway to the South of Europe, it boasts a port, airport, Free Trade Zone, logistics park, international trade fair and a city centre radius of only 5 kilometres.

02 Extensive transport infrastructure

Network of highways connected with Europe; the fastest-growing European airport; Spain's top port and the biggest port in the Mediterranean in terms of container transport; dense network in terms of the underground, railway and buses; arrival of the High-Speed Train in 2007 and connections with the European network in 2009.

03 Centre of a large economic, dynamic and diverse area

The area of Barcelona is made up of 4.7 million inhabitants. It is the capital of Catalonia -7 million inhabitants- and the centre of the Mediterranean Rim, a large economic area with 18 million inhabitants. It represents 70% of the GDP of Catalonia, it had a GDP growth rate of 3.1% in 2004 -above the European average-, it is the sixth biggest urban agglomeration in Europe and it is fifth in terms of its concentration of industrial activity.

04 Successful foreign investment

Fourth-best city in Europe for business*, it represents some 20% of the annual foreign investment in Spain. There are 2,700 foreign companies set up here and 97% are satisfied with their investments. Barcelona has also consolidated its position as a centre for the European divisions of multinationals.

05 Acknowledged international positioning

Barcelona fares well in different international rankings, which show its highly favourable urban position, its capacity to attract foreign capital, its entrepreneurial character and the quality of life it offers.

06 Human resources prepared for the future

Highly educated; highly productive, one of the most qualified in Europe according to the OECD; 5 public universities, 2 private universities, prestigious business schools: IESE, ESADE, EADA; 27 international schools; extensive penetration of new technologies; good character for innovation and creativity.

07 Excellent quality of life

Top city in Europe in terms of quality of life*. Mild climate, sunny, beaches, close to top quality ski resorts; splendid cultural and leisure offer; network of 4,500 education institutions; modern and accessible health system. Easy to get around on public transport. A system of nature parks surrounds the city.

08 Large urban projects for the future

Transformation of 1,000 Has. and 7 million m² of build surface area. Llobregat area: a bet on the logistics sector and internationalisation, with enlargements to the port and the airport; Besòs area: urban renewal, sustainability and research centres; La Sagrera-Sant Andreu: arrival of the high-speed train; 22@Barcelona: the new technology and innovation district.

09 A competitive real estate offer

Extensive stock of offices, commercial premises and industrial plants with an excellent price-quality relation. The construction of housing is also in an expansive phase.

10 Unique public-private co-operation

Barcelona City Council and the Catalan government are very much in favour of companies; success in traditional public-private collaboration has been a key in the transformation of Barcelona.

* According to the European Cities Monitor 2006 Research from Cushman & Wakefield

The Media sector in Barcelona and Catalonia

The Media sector, which is sometimes referred to as the contents or communication sector or cultural, creative, or author-rights-based industries, bring together all those companies that are in the business of production, creation, publication, distribution, management and use of information, experiences and other fields whose objective is communication.

This sector includes a wide variety of industries, some traditional ones and other emerging ones, which in spite of their diverse origins face similar challenges. The following graph shows a classification of several Media subsectors.

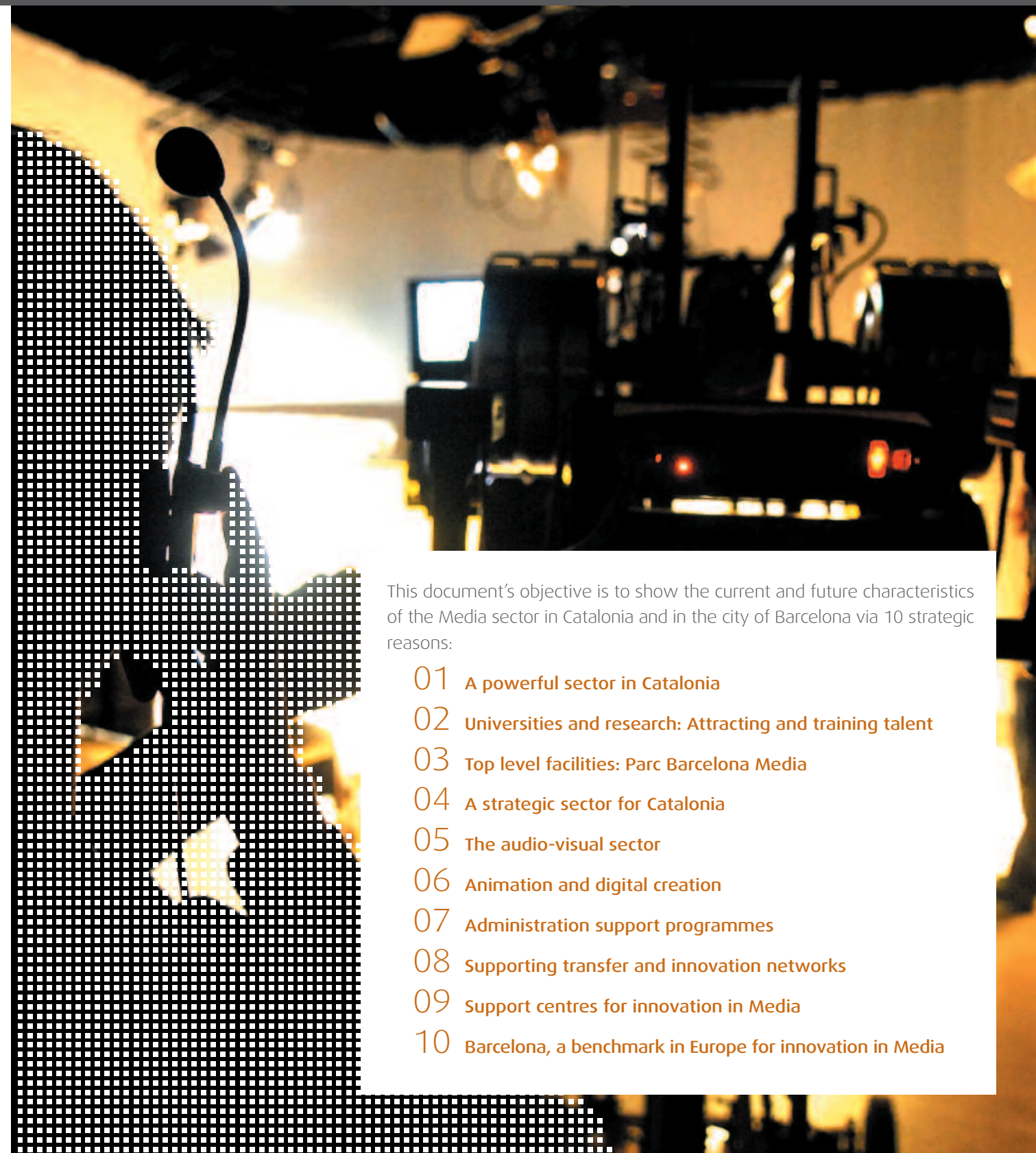
Media subsectors



As a result of digitalisation and the current convergence process between networks and devices, a wide range of content has been developed which we call Media. This amalgamation of industries has something in common: the intensive use of ICTs, the increasing impact on the overall economy, and direct contact with millions of users through various channels.

Aware of this important fact, the business sector and the Public Administrations of Barcelona and Catalonia have decided to give a boost to this sector in order to convert it from what is Spain's main centre into Europe's central location.

Catalonia shows some favourable conditions for the development of a powerful content industry. Historically, the publishing, cinema, and graphic and plastic arts sectors have made the most of the traditional creative and production environments in Barcelona and Catalonia. More recently, it is the rise in television audiovisuals, advertising, animation, video games and contents, and services in new formats that are making the most of these human resources, infrastructures and the general business dynamism found in the territory.



This document's objective is to show the current and future characteristics of the Media sector in Catalonia and in the city of Barcelona via 10 strategic reasons:

- 01 A powerful sector in Catalonia
- 02 Universities and research: Attracting and training talent
- 03 Top level facilities: Parc Barcelona Media
- 04 A strategic sector for Catalonia
- 05 The audio-visual sector
- 06 Animation and digital creation
- 07 Administration support programmes
- 08 Supporting transfer and innovation networks
- 09 Support centres for innovation in Media
- 10 Barcelona, a benchmark in Europe for innovation in Media

10 reasons in favour of the Media sector

01 A powerful sector in Catalonia



Some of the common characteristics amongst the diverse activities that make up the Media sector include: high levels of specialisation and modern working methods in networks that help new innovative companies enter into the value chain.

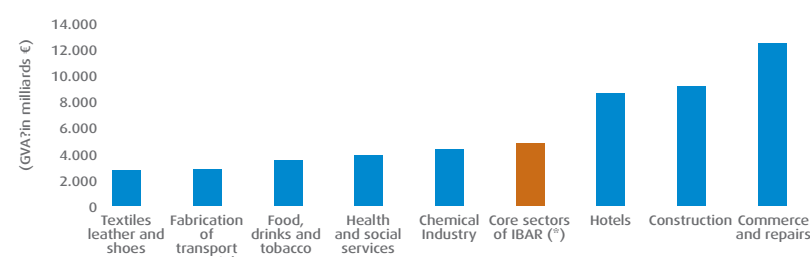
The Media sector is very significant for the Catalan economy both in terms of its current size and for its future projection.

In 2002, this represented 5,000 million Euro in Gross Added Value (4% of GDP) and a 5% in employment rates with 145,000 employees, which are rates all well above the Spanish average and leaders of sectors connected to the knowledge economy in Catalonia.

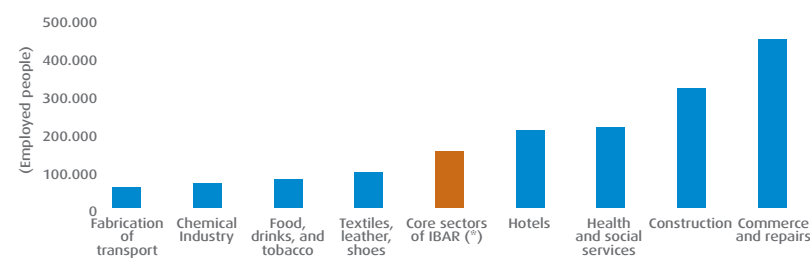
Its potential growth is very high, which at the same time boosts the development of ICTs and their usage.

Sector Comparative in Catalonia of wealth creation (GVA) and employment

Gross Value Added (GVA) (2002)



Employment (2002)



Source: Idescat

*Sectors of industries based on author rights (IBAR), definition of the World Intellectual Property Organisation

Examples of business leadership:

Mediapro, with its headquarters in Barcelona, this is one of the main European audio-visual groups with a presence throughout the value chain in audio-visual production. Its merger with Grupo Árbol in 2005 means that it has a total of 2000 professionals working for it and with headquarters in Spain (five), Lisbon, Oporto, Madeira, Amsterdam, Budapest, Miami and Qatar. Despite being relatively new, Mediapro leads various markets in the production of audio-visual content, the management of sports, creative and cinema rights and those of theme channels, along with a list of other activities. Mediapro is also the key shareholder in the newest open channel television station in Spain with its headquarters in Barcelona: La Sexta.

Lavinia, also with headquarters in Barcelona, is a company that has adapted its business model of television production to incorporate the outsourcing model. Its portfolio of services includes: news production services, start-up and management of local television, production of television content in diverse formats, amongst others. Its productions have been shown in various European countries, Asia, and America and they are very active in the area of Internet content.

Grupo Planeta is a multimedia group with some 5,000 workers; a leader in the production of cultural content for Spanish speaking markets. It is the top Spanish publishing company and is amongst the top three communication groups at the national level. It offers a variety of services in the areas of culture, information, training, and entertainment. Companies participating in the group include, apart from the publishing side, notable groups like Grupo Antena3 (television, radio and advertising/publicity), La Razón and the Avui (newspapers) and DeAPlaneta (audio-visual production and distribution).

02 Universities and research: Attracting and training talent

In Catalonia, the Media sector is the most important of those activities making intensive use of knowledge, but in order to develop it further it requires an environment that is capable of attracting and generating the talent needed to stimulate innovation in a continuous way. Subsequently, Catalonia and Barcelona have competitive knowledge centres that bring more competition to professionals both locally and internationally.

Universities and other training institutions

Catalonia has 12 universities with more than 300,000 students. There are studies at graduate and post graduate level in the communications world including: communication, advertising, public relations, translation and interpretation, linguistics, journalism, telecommunications, information technologies, audio-visual media, cognitive sciences and language, amongst many others.

Regarding specialised training, there are technical programmes at medium and higher levels with masters in a variety of areas like video games, creative documentary, design, scenic arts, or special effects.

In terms of university research, Catalonia has 553 research groups, 137 R&D centres, amongst which we can highlight various groups dedicated to research in the creation of material, its distribution, use of content, and especially in the development of user technologies. Research into user behaviour from the sociological, ethnographic, psychological, cognitive and perceptive view points are all absolutely fundamental, as are studies into the more functional aspects of user friendliness and interface design.

Regarding business studies, Barcelona has various prestigious business schools like ESADE, IESE or EADA that complement the training offered by other institutions in the field of Media.



Higher education linked to the Media sector

- Pompeu Fabra University
- Autonomous University of Barcelona
- Barcelona University
- University Polytechnic of Catalonia
- Ramón Llull University
- Upper School of Cinema and Audiovisuals of Catalonia Catalunya
- Upper School of Music of Catalonia



03 Top level facilities: Parc Barcelona Media

Catalonia offers a privileged location for communication companies that can user-based innovation as their present and future. A dynamic business environment, made up of small and medium sized companies, the quantity and training of talent and research have brought about a situation in Barcelona and its surrounds that is characterised by especially significant infrastructure projects.



Medium sized companies and more traditional operators scattered around Barcelona, plus audio-visual and multimedia firms that have set up progressively in the southern part of the city and the rest of the Media sector are all now preparing for the new facilities of the Audio-visual Park of Catalonia, still in project phase, and especially Parc Barcelona Media, already under construction in the 22@Barcelona district.

This open space, at the heart of the city, wants to become an icon for the Media sector in the South of Europe and an environment for collaboration and exchange between companies, universities, entities, and citizens; its focus is on research excellence, the transfer, innovation and training of human resources and cultural assets. With its location at the heart of 22@Barcelona, this is the new economic centre of Barcelona where the main companies in the Media, Medical Technologies, ICT, , and energy have set up. This area enjoys the most up-to-date telecommunications and transport, and here there are development projects between the public and private sectors with a clear intent to develop the competitiveness of the aforementioned sectors.

Parc Barcelona Media is the most emblematic project in the Media sector undertaken in 22@Barcelona and the city of Barcelona. With 115,000 m² for companies and 60.000 m² for services related to the communication sector, the park was constituted by Pompeu Fabra University, 22@Barcelona, Grup Mediapro and Barcelona Media – Innovation Centre (managing entity).

The parts of the Parc Barcelona Media are:

- **Communication Campus of Pompeu Fabra University** (24,000 m²)
- **Audiovisual Production Centre and Media complex offices** (36,000 m²)
- **Barcelona Media - Innovation Centre**
- **Media Factory** (Centre of cultural interpretation)
- **Barcelona Media Halls** (Linked to the activities of the Park)
- **Incubator for companies**



04 A strategic sector for Catalonia

Catalonia, as a country with its own culture, has a special sensitivity for the consequences of an ever-increasing process of cultural globalisation. That's why the public powers and administrations have been carrying out specific measures to support the Media sector.

More than an economic sector

Amongst the most significant measures, we can highlight the creation of the Radio and Television Corporation of Catalonia, which because of its size played a key role in the development of the sector and was the starting point for the majority of companies, professionals and creatives that today make up this sector.

We can also highlight the creation of the Audio-visual Council of Catalonia (CAC), a pioneering regulator, which amongst other things, upholds the rights of views and the liberties of all stakeholders in the audio-visual market while making sure that laws complied with and that publicly-owned media acts in an impartial way.

Post 1995 the legal regulation of local television stations gave rise to an extensive network of broadcasters both public and private, with a lot of own content production, new talent and professionals that have consolidated their own vision of the reality of the towns and cities of the country.

Regarding the future, Catalonia has established foundations so that it can become one of the main centres for the Media sector at the European and international level. Thanks to public-private collaboration on different projects (like Parc Barcelona Media) and with new investments by companies in the sector (especially the new national television channel "la Sexta"), Catalonia shows itself as a competitive and modern place in this sector.

In this way, we have to highlight the concrete initiatives both in terms of the city with its Strategic Culture Plan led by the Culture Institute of the City Council, and at the level of the metropolitan region of Barcelona with the Metropolitan Strategic Plan.



05 The audio-visual sector

Catalonia has been one of the motors of the television, radio, and cinema industries in the Spain, basically because it started out before the rest, because of its size, and innovation in content and format.

In radio, Barcelona has been a pioneer in Spain (Radio Barcelona first broadcast its 30-minute-long news in 1924) and it continues to be a benchmark in the production of programmes, a launch pad for new audience leading talents that, in many cases, have made the jump to other formats of mass communication (television, cinema, literature, etc.).

The area of television, Catalan producers figure amongst the most talked about in Spain since they have been in charge of some of the most successful programmes with the highest audience viewing statistics over

the last decade, despite the difficulties of operating outside the grand national stations. Companies like Gestmusic-Endemol, Mediapro, El Terrat or Lavinia have been responsible for the majority of television innovation in Spain and in some cases in the world.

In the cinema world, Catalan producers are the main players of part of a new resurgence based on very important business projects. In this sense, we can highlight the leverage of distribution of companies like Manga Films and above all Filmax, that has adopted a certain specialisation based on their in-depth knowledge of viewing preferences.

Apart from the very big producers, in Catalonia there are almost 200 smaller television and cinema producers that generate some of the most original breakthroughs and proposals in the Spanish audio-visual industry. Apart from the success of full-length feature fiction films, the production of documentaries, tele-series and TV movies have all brought success and international recognition to an important collection of creative entrepreneurs.

Another important player is that of advertising. Catalonia, and more importantly Barcelona, has made itself one of the most important places for advertising production at the European level. The presence of creatives, talent, and top quality producers have made Barcelona the inspiration, origin and stage of many global campaigns.



06 Animation and digital creation

Catalonia is a leader in the animation sector in Spain and has managed to promote some of its companies through to the European level. The contemporary era of animation starts in the 1980s with the explosion of BRB International and D'Ocon Films as suppliers of television series. The first computer-generated animation took place in 1984, allowing local companies to position themselves in the international market with innovative proposals.

Today, apart from these pioneering companies which are now fully consolidated, new ones have joined the group exporting their success around the world, like Cromosoma, with a more traditional product but of high quality.

The animation industry in Catalonia has forged together a collection of top quality professionals who participate in some of the most important productions in North America and Europe.

Digital creation has also brought about important companies in the area of video games, television design and special effects with an important presence in local, European, and North America markets.

The quality and abundance of talent has led to important international companies setting up in Barcelona and Catalonia, and these have made large investments on products destined for a global market. We can highlight Ubisoft, leader in video games, which has been a benchmark in production now for many years.

The latest tendencies in scenic arts also make the most of the innovative capacity of digital creatives. Internationally known theatre groups like Fura dels Baus, Marcel·lí Antúnez, Francesc Gelabert or Konic Thtr have produced shows incorporating important levels of innovative digital content from local creatives who have later showcased around the world.



Foto: Andreu Androver



07 Administration support programmes

Catalonia and Barcelona are ideal environments for new innovative companies in the Media sector since here they enjoy a competitive and innovative environment and yet they can also make the most of the R&D being carried out in different programmes and the different structures that exist in technology transfer networks.

With the objective of improving and increasing innovation capacity, the Spanish Administration have declared themselves in favour of R&D and innovation with the commitment to significantly raise public investment in these aspects. The Ingenio 2010 Programme is the most recent of the plans and it brings together subsidies and help from the Inter-Ministerial Commission for Science and Technology (Ministries of Education and Science and Industry, Tourism and Commerce), and these complete other support programmes aimed at companies (especially SMEs), research groups, and other stakeholders in the innovation system.

Of these sources of finance we can highlight:

- **NEOTEC**, co-ordinated by the CDTI (Centre for the Development of Industrial Technology), these are loans with 0% interest and long payback periods which cover up to 60% of a project.
- **ENISA**, National Company for Innovation, with public capital and under the remit of the Ministry of Industry, Tourism and Commerce, via the General Direction for SME Policy; its main activity centres on the use of new finance support instruments for SMEs. These are participation loans.
- **PROFIT**, the Ministry of Industry, Tourism and Commerce, offers public help for company R&D projects.
- **TORRES QUEVEDO**, a programme under the remit of the Ministry of Education and Science, which finances subsidies for the hiring of investigators in companies, business associations and other technology centres.
- The **CENIT Programme** (Consortium of National Strategists in Technical Investigation) is one of the instruments of the Plan INGENIO 2010 which the Central Government has designed in order to boost R&D&I, and that has the objective of specifically raising the reach and collaboration between companies and public research organisms via the financial support of large strategic projects carried out by consortiums of large companies and SMEs, with the contractual participation of public and private research groups. This aims to create a qualitative jump in research activities, since the financed projects have to have a run length of four years and a budget of between 5 and 10 million Euro yearly.



The central Catalan government has pledged its support for the creation of a strong Media industry, which is innovative and a leader at the European level. One of the key organisms of this policy is the Department of Work and Industry of the Generalitat de Catalunya, which via CIDEM tries to strengthen the Catalan business network and beef up its competitiveness and offer a variety of finance alternatives:

- Lines of risk capital: financing of entrepreneurial projects via a minority and temporary share holding in capital.
 - Invertec, Invernova and Invercat: with CIDEM participation.
 - BCN Emprèn, Spinnaker Media, Innocat and Catalana d'Iniciatives: with participation from other organisms in Generalitat de Catalunya.
 - Other sources of private capital risk with which CIDEM has a relationship.
- Credit lines: financing provided by the Catalan Finance Institute, Autoempresa, NEOTEC-CDTI and ICO.
- Bank guarantees: guarantee offered by Avalis de Catalunya in order to get loans under fixed conditions to finance investments in permanent assets.
- Loans with participation: business financing coming from Capital Concepte, from CIDEM, ENISA or Catalan Finance Institute.
- Sunk support loans: I+D, Capital Gènesi, etc...
- Fiscal incentives for R&D. Tax deductions on corporation tax.
- Help with the search for capital, CIDEM investment forums, Technology Trampolines Network and XIP (Network of Private Investments or Business Angels).

And the European Union also participates along with all the other institutions implicated in the growth of the Media sector in its area of influence by offering a series of support programmes and help:

- Seventh Programme framework
- eContent Plus
- Media Programme
- Structural Funds



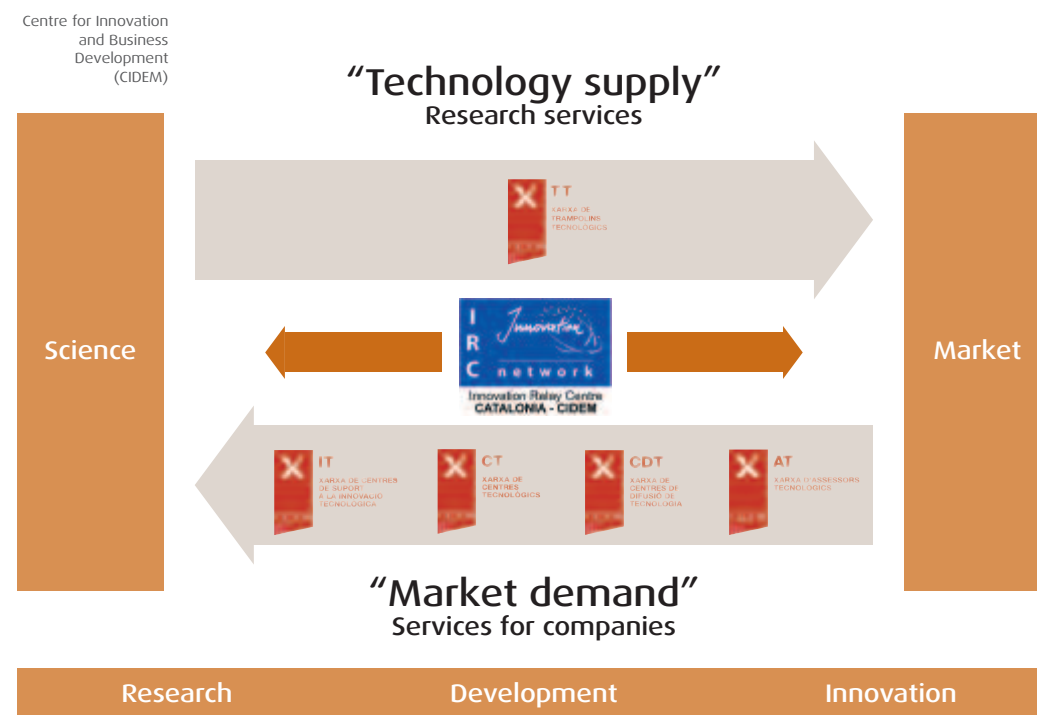
08 Supporting transfer and innovation networks

In order to get the maximum return from activities related to R&D and innovation, it is important that there are instruments that help the flow of knowledge through to the market. With this in mind, in Catalonia there has been an unfolding of support networks that mean that in each area there is a fostering and/or facilitation of business innovation.

- **Network of Technology Transfer (XTT)** - support units for the creation of companies based on knowledge or base technology companies from the university environment. Participating entities include: Barcelona Autonomic University, Barcelona University, Girona University, Lleida University, Vic University, Catalunya Polytechnic University, Pompeu Fabra University, Ramon Llull University, Rovira i Virgili University, Institute of Research and AgroFoods Technology, ESADE, IESE and La SALLE.
- **Network of Innovation Technology (XIT)** - formed by research units and groups that have the possibility of offering technological innovation services to companies in Catalonia, which has the objective of bringing new potential to the outsourcing of R&D in Catalonia to increase the innovation capacity of companies. At the moment some 900 companies contract in R&D services to centres in the network.



- **Network of Technology Centres (XCT)** - it focuses on the transfer of knowledge generated in public and private research centres, and the adaptation of company language to the characteristics of products and the demands of clients. Barcelona Media – Innovation Centre is dedicated to the Media sector, carrying out applied research activities, pre-launch development and support services supporting innovation in a continuous way.
- **Centres of Technology Diffusion (CDT)** - these are not-for-profit entities created from business demand and which work towards the fostering and diffusion of innovation and technology and in the offering of technology services. The CDT is characterised by its closeness to the sector and the geographical area where they are located.



09 Support centres for innovation in Media

In order to have a competitive Media sector we need more than just potent R&D, but also infrastructure and technological support tools that can help the transfer of knowledge generated in public and private research centres to technology companies. This transfer can be seen, amongst other things, in new R&D&i projects, the commercialisation of patents or the creation of new companies with technology bases.

Organisations for the Media sector

In Catalonia, following the European model adapted to local characteristics, there are a number of specialised complementary organisations fostering the transfer of knowledge from universities to companies.



Barcelona Media - Innovation Centre

Founding member of CIDEM's Network of Technology Centres, which is dedicated to the task of boosting the competitiveness of Media companies via R&D and innovation; it carries out transfer and innovation projects in the area of content and, given its experience in the setting up of large consortiums for carrying out collaboration projects, it is now a leader of European Union projects in the Media sector.

www.barcelonamedia.org



Yahoo! Research Barcelona, an example of integration in the innovation system

Yahoo!, a global company in new Media, has decided to boost its R&D investment with new facilities where the best talent is found so it can get into the European research system. Yahoo! has chosen Barcelona Media for its first European location dedicated to research, mainly due to the presence of Dr. Ricardo Baeza-Yates, head of the area of Storage and Recovery of Information at Barcelona Media, the centre's capacity for externalised management and its hosting of R&D.

research.yahoo.com



i2CAT

A foundation that is dedicated to the promotion of research and innovation in the field of second generation Internet. Its cluster dedicated to the audio-visual sector is centred on the development of video technologies for Internet.

www.i2cat.net

10 Barcelona, a benchmark in Europe for innovation in Media

The Media sector in Catalonia has consolidated its position as an economic motor of the country with knowledge capacity and a highly favourable environment for the incorporation of new companies.

Given the diversity of its subsectors, Media companies in Catalonia and Barcelona are part of a culture of collaboration and working systems based on networks, allowing the incorporation of new products and services with ease and efficiency so as to improve the competitiveness of the whole value chain.

Various factors make Catalonia and Barcelona a magnet for innovation and an unbeatable location for the Media industry:

- geographical and strategic location of Barcelona;
- the dimension of the sector (4% of GDP and 5% of employment) and a wide variety of small specialised companies and large groups with significant investment capacities;
- the knowledge and research environment: top level international researchers who are well connected with the industry via bridging organisations dedicated to transfer activities;
- the availability of other support entities;
- the confluence of high-level science and technology with quality of life;
- the active support of the Administration in the development of the knowledge economy of which Media is a leader;
- the development of infrastructure which favours the development of the sector and the inter-relation of stakeholders in the innovation system;
- a cultural environment that is well known for its creativity, communication capacity, magnetism, and efficient organisation.



Education centre

Pompeu Fabra University (UPF)
www.upf.edu

Autonomous University of Barcelona (UAB)
www.uab.cat

Barcelona University (UB)
www.ub.es

University Polytechnic of Catalonia (UPC)
www.upc.es

Ramon Llull University (URL)
www.url.cat

Upper School of Cinema and Audiovisuals of Catalonia (ESCAC)
www.escac.es

Upper School of Music of Catalonia (ESMUC)
www.esmuc.net

ESADE
www.esade.edu

IESE Business School
www.iese.edu

EADA: School of Higher Management and Administration
www.eada.edu

R&D+i transfer of knowledge

Barcelona Media Innovation Centre
www.barcelonamedia.org

I2Cat
www.i2cat.net

Local organisms

Barcelona City Council Economic Promotion
www.bcn.cat/barcelonabusiness

22@Barcelona
www.22barcelona.com

Barcelona Institute for Culture
www.bcn.cat/cultura

Metropolitan Strategic Plan
www.bcn2000.es

Network of Local Television Stations
www.xtvl.org

Autonomic organisms

CIDEM
Centre for Innovation and Business Development
www.cidem.com

Catalan Investment Agency
www.catalonia.com

Idescat
Institute for Statistics of Catalonia
www.idescat.net

Radio and Television Corporation of Catalonia
www.ccrtv.com

Audio-visual Council of Catalonia
www.audiovisualcat.net

National organisms

Ministry for Education and Science
www.mec.es

Ministry for Industry, Tourism and Commerce
www.mityc.es

CDTI
Centre for the Development of Industrial Technology
www.cdti.es

ENISA
National Innovation Company
www.enisa.es

CSIC
Higher Council for Scientific Investigations Científicas
www.csic.es

European and international organisms

OMPI
World Intellectual Property Organisation
www.wipo.org

Seventh Framework Programme
europa.eu/scadplus/leg/es/lvb/i23022.htm

E-Content Plus
www.cbe.be/es/ImpresaEuropa/ImpresaEuropaPublic/programstotallist.lasso#

Media Programme
ec.europa.eu/comm/avpolicy/media/index_en.html

Structural funds UE
ec.europa.eu/regional_policy/funds/prord/sf_es.htm

Sources of financing

CIDEM
Centre for Innovation and Business Development
www.cidem.com

Barcelona Emprèn
www.bcnempren.com

Catalana d'Iniciatives
www.iniciatives.es

Catalan Finance Institute
www.icfinances.com

Official Credit Institute
www.ico.es

Avalis de Catalunya
www.avalis-sgr.cat

ENISA
National Innovation Company
www.enisa.es

Companies

Barcelona Chamber of Commerce
www.cambrabcn.es

Mediapro
www.mediapro.es

La Sexta
www.lasexta.es

Lavinia
www.lavinia.tc

Grupo Planeta
www.planeta.es

Gestmusic-Endevol
www.gestmusic.es

El Terrat
www.elterrat.com

Manga Films
www.mangafilms.es

Filmax
www.filmax.com

Yahoo! Research
research.yahoo.com

BRB Internacional
www.brb.es

D'Ocon
www.docon.es

Cromosoma
www.cromosoma.com

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